

Adding Incremental Revenue with

SPA AND WELLNESS

A Roundtable Discussion and Workbook

Spa and Wellness Offerings

DISCUSSION TOPICS

Our round table discussion is meant to explore the spa and wellness offerings available to you so that you may attract a more wellness minded traveler, capture more revenue dollars and expand your current offerings to meet guest demands.

- What is your idea of wellness?
- What do you think of when we talk about adding spa/wellness to your property?
- How would you define the wellness traveler?
- Do you believe there is a way, by adding spa services or wellness related services, to attract a more eager to spend guest?
- What have you done so far to incorporate more spa/wellness related services to your property?
- What challenges, if any, have you had trying to incorporate spa/wellness into your offerings?
- What would be your ideal scenario and outcome of adding spa/wellness related services to your property?

MY TOP 5

Wellness Related Services that you can easily implement into your existing business

1. The Wellness Guest Room
 2. Local Sustainable Food
 3. Fitness and Outdoor Adventures
 4. Spa Related Services
 5. Packages
- BONUS: Retreats

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